

Amendments to the Claims:

Claims 1, 5, 9-10, 13, 17-21, 23-24, 28, 32-33, 36, 41-44, 46-65 have been amended. This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1 1. (Currently Amended) In a network comprising a plurality of computers, a
2 computer-implemented method of providing information in response to an information request,
3 the method comprising:

4 ~~providing~~ receiving a first set of rules identifying a plurality of tokens and
5 information associated with the plurality of tokens;

6 receiving the information request from a first source, the information request
7 generated in response to an action performed by the user;

8 determining a first set of tokens ~~from the plurality of tokens~~ corresponding to the
9 information request;

10 determining first information corresponding to the first set of tokens based upon
11 the first set of rules; and

12 communicating the first information to the first source.

1 2. (Original) The method of claim 1 wherein the action performed by the
2 user comprises accessing a first web page and the information request comprises content
3 information displayed by the first web page.

1 3. (Original) The method of claim 1 wherein:
2 the action performed by the user comprises requesting purchase of a plurality of
3 items;

4 the information request comprises information identifying the plurality of items;
5 and

6 the first information comprises information related to purchasable items
7 corresponding to the plurality of items.

1 4. (Original) The method of claim 1 wherein the first source is a first
2 computer, and the method further comprises outputting the first information to the user via the
3 first computer.

1 5. (Currently Amended) The method of claim 1 wherein:
2 the information request comprises content information related to a plurality of
3 items,
4 determining the first set of tokens ~~from the plurality of tokens~~ corresponding to
5 the information request comprises:
6 extracting keywords related to the plurality of items from the content
7 information;
8 determining the first set of tokens corresponding to the keywords; and
9 the first information comprises information related to purchasable items
10 corresponding to the plurality of items.

1 6. (Original) The method of claim 5 wherein the first information
2 comprises promotional information, branding information, and marketing information provided
3 by a plurality of vendors for the first set of tokens.

1 7. (Original) The method of claim 5 wherein extracting the keywords
2 related to the plurality of items from the content information comprises extracting a quantity
3 value associated with at least one keyword extracted from the content information.

1 8. (Original) The method of claim 7 wherein extracting the keywords
2 related to the plurality of items from the content information comprises extracting a unit of
3 measure associated with the quantity value.

1 9. (Currently Amended) The method of claim 1 wherein determining the first
2 set of tokens ~~from the plurality of tokens~~ corresponding to the information request comprises:
3 extracting a first plurality of keywords from the information request; and

4 determining the first set of tokens corresponding to the first plurality of
5 keywords.

1 10. (Currently Amended) The method of claim 9 wherein:
2 extracting the first plurality of keywords from the information request comprises:
3 storing a list of keywords; and
4 identifying a keyword as belonging to the first plurality of keywords if the
5 keyword is included in the information request and in the list of keywords; and
6 determining the first set of tokens corresponding to the first plurality of keywords
7 comprises:
8 storing a second set of rules identifying one or more tokens ~~from the~~
9 ~~plurality of tokens~~ corresponding to keywords in the list of keywords; and
10 determining the first set of tokens corresponding to the first plurality of
11 keywords based upon the second set of rules.

1 11. (Original) The method of claim 10 wherein:
2 the list of keywords includes keywords specified by a plurality of vendors; and
3 the second set of rules includes rules specified by the plurality of vendors.

1 12. (Original) The method of claim 1 wherein:
2 the first set of rules includes a first rule specifying a first condition involving a
3 category associated with at least one token from the plurality of tokens and identifying
4 information to be communicated to the user if the first condition is satisfied; and
5 determining the first information corresponding to the first set of tokens based
6 upon the first set of rules comprises:
7 determining if the first condition of the first rule is satisfied by tokens in
8 the first set of tokens; and
9 if the first condition is satisfied, including the information identified by the
10 first rule in the first information.

1 13. (Currently Amended) The method of claim 1 wherein the first set of rules
2 ~~include rules~~ includes at least one rule configured by a ~~plurality of vendors~~ vendor and the
3 information associated with the plurality of tokens comprises ~~vendor-configured~~ information
4 configured by the vendor.

1 14. (Original) The method of claim 1 wherein determining the first
2 information corresponding to the first set of tokens based upon the first set of rules comprises:
3 determining a second set of rules from the first plurality of rules, the second set of
4 rules including rules associated with the first set of tokens; and
5 determining the first information based on the second set of rules, the first
6 information comprising information specified by the second set of rules.

1 15. (Original) The method of claim 1 further comprising:
2 storing preferences for the user;
3 filtering the first information to include information which satisfies the user
4 preferences; and
5 wherein communicating the first information to the first source comprises
6 communicating the filtered first information to the first source.

1 16. (Original) The method of claim 1 wherein:
2 the first set of rules includes a first rule provided by a first vendor, the first rule
3 specifying a first condition involving at least one token from the plurality of tokens and
4 identifying information provided by the first vendor to be communicated to the user if the first
5 condition is satisfied; and
6 determining the first information corresponding to the first set of tokens based
7 upon the first set of rules comprises:
8 determining if the first condition of the first rule is satisfied by tokens in
9 the first set of tokens; and

10 if the first condition is satisfied, including the information provided by the
11 first vendor in the first information.

1 17. (Currently Amended) The method of claim 1 further comprising:
2 modifying the first set of rules by modifying the associations between the
3 plurality of tokens and information associated with the plurality of tokens; and
4 wherein determining the first information corresponding to the first set of tokens
5 based upon the first set of rules ~~comprising~~ comprises determining the first information based
6 upon the modified first set of rules.

1 18. (Currently Amended) In a network comprising a plurality of computers, a
2 computer-implemented method of providing information in response to an information request,
3 the method comprising:
4 receiving the information request from a first source, the information request
5 generated in response to an action performed by the user;
6 determining, based upon a first set of rules, a ~~plurality set~~ of one or more tokens
7 corresponding to the information request;
8 determining ~~a plurality of~~ one or more vendors corresponding to the ~~plurality set~~
9 of tokens;
10 determining, based upon a second set of rules, first information provided by the
11 ~~plurality of~~ one or more vendors corresponding to the ~~plurality set~~ of tokens; and
12 communicating the first information to the first source.

1 19. (Currently Amended) In a network comprising a plurality of computers, a
2 computer-implemented method of providing information in response to an information request,
3 the method comprising:
4 receiving the information request from a first computer system, the information
5 request generated in response to an action performed by the user;
6 determining, based upon a first set of rules, ~~a plurality of~~ one or more tokens
7 corresponding to the information request;

8 determining ~~a plurality of~~ one or more vendors corresponding to the ~~plurality of~~
9 one or more tokens;
10 for each vendor from the ~~plurality of~~ one or more vendors:
11 determining a set of tokens from the ~~plurality of~~ one or more tokens
12 associated with the vendor;
13 communicating information related to the set of tokens to the vendor; and
14 in response, receiving information from the vendor corresponding to the
15 set of tokens; and
16 communicating information received from the ~~plurality of~~ one or more vendors to
17 the first computer system.

1 20. (Currently Amended) In a network comprising a first computer system
2 and a second computer system, a computer-implemented method of providing information in
3 response to an information request, the method comprising:
4 at the first computer system:
5 generating the information request in response to a user action; and
6 communicating the information request to the second computer system;
7 and
8 at the second computer system:
9 receiving the information request from the first computer;
10 accessing a first set of rules identifying a plurality of tokens and
11 information associated with the plurality of tokens;
12 determining a first set of tokens ~~from the plurality of tokens~~ corresponding
13 to the information request;
14 determining first information corresponding to the first set of tokens based
15 upon the first set of rules; and
16 communicating the first information to the first computer system.

1 21. (Currently Amended) The method of claim 20 wherein:

2 generating the information request at the first computer in response to the user
3 action comprises:
4 accessing a first web page provided by the second computer system, the
5 first web page comprising an input field for inputting information; and
6 inputting information identifying a second web page in the input field; and
7 determining the first set of tokens at the second computer system ~~from the~~
8 ~~plurality of tokens~~ corresponding to the information request comprises:
9 determining at least one token in the first set of tokens based on content
10 information displayed by the second web page.

1 22. (Original) The method of claim 21 wherein the second web page is
2 stored by a third computer system.

1 23. (Currently Amended) The method of claim 20 wherein:
2 generating the information request at the first computer in response to the user
3 action comprises:
4 accessing a first web page provided by the second computer system, the
5 first web page comprising an input field for inputting information; and
6 inputting content information in the input field; and
7 determining the first set of tokens at the second computer system ~~from the~~
8 ~~plurality of tokens~~ corresponding to the information request comprises:
9 determining at least one token in the first set of tokens based on the
10 content information input in the input field.

1 24. (Currently Amended) A system for providing information to a user
2 comprising:
3 a communication network;
4 a first computer system coupled to the communication network; and
5 a second computer system coupled to the communication network;
6 wherein the second computer system is configured to:

7 store a first set of rules identifying a plurality of tokens and information
8 associated with the plurality of tokens;
9 receive an information request from the first computer system, the
10 information request generated in response to an action performed by the user using the first
11 computer system;
12 determine a first set of tokens ~~from the plurality of tokens~~ corresponding
13 to the information request;
14 determine first information corresponding to the first set of tokens based
15 upon the first set of rules; and
16 communicate the first information to the first computer system.

1 25. (Original) The system of claim 24 wherein the action performed by
2 the user using the first computer system comprises accessing a first web page and the
3 information request comprises content information displayed by the first web page.

1 26. (Original) The system of claim 24 wherein:
2 the action performed by the user comprises requesting purchase of a plurality of
3 items;
4 the information request comprises information identifying the plurality of items;
5 and
6 the first information comprises information related to purchasable items
7 corresponding to the plurality of items.

1 27. (Original) The system of claim 24 wherein the first computer system
2 is configured to receive the first information from the second computer system and to output the
3 first information.

1 28. (Currently Amended) The system of claim 24 wherein:
2 the information request comprises content information related to a plurality of
3 items,

4 in order to determine the first set of tokens ~~from the plurality of tokens~~
5 corresponding to the information request, the second computer system is configured to:
6 extract keywords related to the plurality of items from the content
7 information;
8 determine the first set of tokens corresponding to the keywords; and
9 the first information comprises information related to purchasable items
10 corresponding to the plurality of items.

1 29. (Original) The system of claim 28 wherein the first information
2 comprises promotional information, branding information, and marketing information provided
3 by a plurality of vendors for the first set of tokens.

1 30. (Original) The system of claim 28 wherein the second computer
2 system is configured to extract a quantity value associated with at least one keyword extracted
3 from the content information.

1 31. (Original) The system of claim 30 the second computer is configured
2 to extracting a unit of measure associated with the quantity value.

1 32. (Currently Amended) The system of claim 24 wherein the second
2 computer system is configured to determine the first set of tokens ~~from the plurality of tokens~~
3 corresponding to the information request by:
4 extracting a first plurality of keywords from the information request; and
5 determining the first set of tokens corresponding to the first plurality of
6 keywords.

1 33. (Currently Amended) The system of claim 32 wherein:
2 extracting the first plurality of keywords from the information request comprises:
3 storing a list of keywords; and
4 identifying a keyword as belonging to the first plurality of keywords if the
5 keyword is included in the information request and in the list of keywords; and

6 determining the first set of tokens corresponding to the first plurality of keywords
7 comprises:
8 storing a second set of rules identifying one or more tokens ~~from the~~
9 ~~plurality of tokens~~ corresponding to keywords in the list of keywords; and
10 determining the first set of tokens corresponding to the first plurality of
11 keywords based upon the second set of rules.

1 34. (Original) The system of claim 33 wherein:
2 the list of keywords includes keywords specified by a plurality of vendors; and
3 the second set of rules includes rules specified by the plurality of vendors.

1 35. (Original) The system of claim 24 wherein:
2 the first set of rules includes a first rule specifying a first condition involving a
3 category associated with at least one token from the plurality of tokens and identifying
4 information to be communicated to the user if the first condition is satisfied; and
5 in order to determine the first information corresponding to the first set of tokens
6 based upon the first set of rules, the second computer system is configured to:
7 determine if the first condition of the first rule is satisfied by tokens in the
8 first set of tokens; and
9 if the first condition is satisfied, include the information identified by the
10 first rule in the first information.

1 36. (Currently Amended) The system of claim 24 wherein the first set of rules
2 ~~include rules~~ includes at least one rule configured by a ~~plurality of vendors~~ vendor and the
3 information associated with the plurality of tokens comprises information configured by ~~[[a]]~~ the
4 vendor.

1 37. (Original) The system of claim 24 wherein in order to determine the
2 first information corresponding to the first set of tokens based upon the first set of rules, the
3 second computer system is configured to:

4 determine a second set of rules from the first plurality of rules, the second set of
5 rules including rules associated with the first set of tokens; and
6 determine the first information based on the second set of rules, the first
7 information comprising information identified by the second set of rules.

1 38. (Original) The system of claim 24 wherein the second computer
2 system is further configured to:
3 store preferences for the user;
4 filter the first information to include information which satisfies the user
5 preferences; and
6 communicate the filtered first information to the first computer system.

1 39. (Original) The system of claim 24 wherein:
2 the first set of rules includes a first rule provided by a first vendor, the first rule
3 specifying a first condition involving at least one token from the plurality of tokens and
4 identifying information provided by the first vendor to be communicated to the user if the first
5 condition is satisfied; and
6 in order to determine the first information corresponding to the first set of tokens
7 based upon the first set of rules, the second computer system is configured to:
8 determine if the first condition of the first rule is satisfied by tokens in the
9 first set of tokens; and
10 if the first condition is satisfied, include the information provided by the
11 first vendor in the first information.

1 40. (Original) The system of claim 24 wherein the first computer system
2 is further configured to:
3 modify the first set of rules by modifying the associations between the plurality of
4 tokens and information associated with the plurality of tokens; and
5 determine the first information based upon the modified first set of rules.

1 41. (Currently Amended) A system for providing information to a user
2 comprising:
3 a communication network;
4 a first computer system coupled to the communication network; and
5 a second computer system coupled to the communication network;
6 wherein the second computer system is configured to:
7 receive an information request from a first computer system, the
8 information request generated in response to an action performed by the user using the first
9 computer system;
10 determine, based upon a first set of rules, a ~~plurality set~~ of one or more
11 tokens corresponding to the information request;
12 determine a ~~plurality of one or more~~ vendors corresponding to the
13 ~~plurality set~~ of tokens;
14 determine, based upon a second set of rules, first information provided by
15 the ~~plurality of one or more~~ vendors corresponding to the ~~plurality set~~ of tokens; and
16 communicate the first information to the first computer.

1 42. (Currently Amended) A system for providing information to a user
2 comprising:
3 a communication network;
4 a first computer system coupled to the communication network; and
5 a second computer system coupled to the communication network;
6 wherein the second computer system is configured to:
7 receive an information request from the first computer system, the
8 information request generated in response to an action performed by the user;
9 determine, based upon a first set of rules, a ~~plurality of one or more~~ tokens
10 corresponding to the information request;
11 determine a ~~plurality of one or more~~ vendors corresponding to the
12 plurality of tokens;

13 for each vendor from the ~~plurality of~~ one or more vendors:
14 determine a set of tokens from the ~~plurality of~~ one or more tokens
15 associated with the vendor;
16 communicate information related to the set of tokens to the vendor;
17 and
18 in response, receive information from the vendor corresponding to
19 the set of tokens; and
20 communicate information received from the ~~plurality of~~ one or more vendors to
21 the first computer system.

1 43. (Currently Amended) A system for providing information to a user
2 comprising:
3 a communication network;
4 a first computer system coupled to the communication network; and
5 a second computer system coupled to the communication network;
6 wherein the first computer system is configured to:
7 generate an information request in response to a user action; and
8 communicate the information request to the second computer; and
9 wherein the second computer system is configured to:
10 receive the information request from the first computer system;
11 access to a first set of rules identifying a plurality of tokens and
12 information associated with the plurality of tokens;
13 determine a first set of tokens ~~from the plurality of tokens~~ corresponding
14 to the information request;
15 determine first information corresponding to the first set of tokens based
16 upon the first set of rules; and
17 communicate the first information to the first computer system.

1 44. (Currently Amended) The system of claim 43 wherein:

2 in order to generate the information request in response to the user action, the first
3 computer system is configured to:

4 access a first web page provided by the second computer system, the first
5 web page comprising an input field for inputting information; and

6 facilitate input of information identifying a second web page in the input
7 field; and

8 in order to determine the first set of tokens ~~from the plurality of tokens~~
9 corresponding to the information request, the second computer system is configured to:

10 determine at least one token in the first set of tokens based on content
11 information displayed by the second web page.

1 45. (Original) The system of claim 44 wherein the second web page is
2 stored by a third computer system coupled to the communication network.

1 46. (Currently Amended) The system of claim 43 wherein:
2 in order to generate the information request in response to the user action, the first
3 computer system is configured to:

4 access a first web page provided by the second computer system, the first
5 web page comprising an input field for inputting information; and

6 facilitate input of content information in the input field; and

7 in order to determine the first set of tokens ~~from the plurality of tokens~~
8 corresponding to the information request, the second computer system is configured to

9 determine at least one token in the first set of tokens based on the content
10 information input in the input field.

1 47. (Currently Amended) A ~~computer program product stored on a computer-~~
2 ~~readable storage medium storing a computer program for controlling a data processor to provide~~
3 ~~providing~~ information in response to an information request, the computer program ~~product~~
4 comprising:

5 code that causes the data processor to receive ~~for providing~~ a first set of rules
6 identifying a plurality of tokens and information associated with the plurality of tokens;
7 code that causes the data processor to receive ~~for receiving~~ the information
8 request from a first source, the information request generated in response to an action performed
9 by the user;
10 code that causes the data processor to determine ~~for determining~~ a first set of
11 tokens ~~from the plurality of tokens~~ corresponding to the information request;
12 code that causes the data processor to determine ~~for determining~~ first information
13 corresponding to the first set of tokens based upon the first set of rules; and
14 code that causes the data processor to communicate ~~for communicating~~ the first
15 information to the first source.

1 48. (Currently Amended) The computer-readable medium ~~computer program~~
2 ~~product~~ of claim 47 wherein the action performed by the user comprises accessing a first web
3 page and the information request comprises content information displayed by the first web page.

1 49. (Currently Amended) The computer-readable medium ~~computer program~~
2 ~~product~~ of claim 47 wherein:
3 the action performed by the user comprises requesting purchase of a plurality of
4 items;
5 the information request comprises information identifying the plurality of items;
6 and
7 the first information comprises information related to purchasable items
8 corresponding to the plurality of items.

1 50. (Currently Amended) The computer-readable medium ~~computer program~~
2 ~~product~~ of claim 47 wherein the first source is a first computer, the computer program code
3 further ~~comprises~~ comprising code that causes the data processor to output ~~for outputting~~ the first
4 information to the user via the first computer.

1 51. (Currently Amended) The computer-readable medium ~~computer program~~
2 ~~product~~ of claim 47 wherein:

3 the information request comprises content information related to a plurality of
4 items,

5 the code that causes the data processor to determine ~~for determining~~ the first set of
6 tokens ~~from the plurality of tokens~~ corresponding to the information request comprises:

7 code that causes the data processor to extract ~~for extracting~~ keywords
8 related to the plurality of items from the content information;

9 code that causes the data processor to determine ~~for determining~~ the first
10 set of tokens corresponding to the keywords; and

11 the first information comprises information related to purchasable items
12 corresponding to the plurality of items.

1 52. (Currently Amended) The computer-readable medium ~~computer program~~
2 ~~product~~ of claim 51 wherein the first information comprises promotional information, branding
3 information, and marketing information provided by a plurality of vendors for the first set of
4 tokens.

1 53. (Currently Amended) The computer-readable medium ~~computer program~~
2 ~~product~~ of claim 51 wherein the code that causes the data processor to extract ~~for extracting~~ the
3 keywords related to the plurality of items from the content information comprises code that
4 causes the data processor to extract ~~for extracting~~ a quantity value associated with at least one
5 keyword extracted from the content information.

1 54. (Currently Amended) The computer-readable medium ~~computer program~~
2 ~~product~~ of claim 53 wherein the code that causes the data processor to extract ~~for extracting~~ the
3 keywords related to the plurality of items from the content information comprises code that
4 causes the data processor to extract ~~for extracting~~ a unit of measure associated with the quantity
5 value.

1 55. (Currently Amended) The computer-readable medium ~~computer program~~
2 ~~product~~ of claim 47 wherein the code that causes the data processor to determine ~~for determining~~
3 the first set of tokens ~~from the plurality of tokens~~ corresponding to the information request
4 comprises:

5 code that causes the data processor to extract ~~for extracting~~ a first plurality
6 of keywords from the information request; and

7 code that causes the data processor to determine ~~for determining~~ the first
8 set of tokens corresponding to the first plurality of keywords.

1 56. (Currently Amended) The computer-readable medium ~~computer program~~
2 ~~product~~ of claim 55 wherein:

3 the code that causes the data processor to extract ~~for extracting~~ the first plurality
4 of keywords from the information request comprises:

5 code that causes the data processor to receive ~~for storing~~ a list of
6 keywords; and

7 code that causes the data processor to identify ~~for identifying~~ a keyword as
8 belonging to the first plurality of keywords if the keyword is included in the information request
9 and in the list of keywords; and

10 the code that causes the data processor to determine ~~for determining~~ the first set of
11 tokens corresponding to the first plurality of keywords comprises:

12 code that causes the data processor to receive ~~for storing~~ a second set of
13 rules identifying one or more tokens ~~from the plurality of tokens~~ corresponding to keywords in
14 the list of keywords; and

15 code that causes the data processor to determine ~~for determining~~ the first
16 set of tokens corresponding to the first plurality of keywords based upon the second set of rules.

1 57. (Currently Amended) The computer-readable medium ~~computer program~~
2 ~~product~~ of claim 56 wherein:

3 the list of keywords includes keywords specified by a plurality of vendors; and

the second set of rules includes rules specified by the plurality of vendors.

58. (Currently Amended) The computer-readable medium ~~computer program~~
~~product~~ of claim 47 wherein:

the first set of rules includes a first rule specifying a first condition involving a
category associated with at least one token from the plurality of tokens and identifying
information to be communicated to the user if the first condition is satisfied; and

the code that causes the data processor to determine ~~for determining~~ the first
information corresponding to the first set of tokens based upon the first set of rules comprises:

code that causes the data processor to determine ~~for determining~~ if the first
condition of the first rule is satisfied by tokens in the first set of tokens; and

if the first condition is satisfied, code that causes the data processor to
include ~~for including~~ the information identified by the first rule in the first information.

59. (Currently Amended) The computer-readable medium ~~computer program~~
~~product~~ of claim 47 wherein the first set of rules ~~include rules~~ includes at least one rule

configured by a ~~plurality of vendors~~ vendor and the information associated with the plurality of
tokens comprises information configured by [[a]] the vendor.

60. (Currently Amended) The computer-readable medium ~~computer program~~
~~product~~ of claim 47 wherein the code that causes the data processor to determine ~~for determining~~

the first information corresponding to the first set of tokens based upon the first set of rules
comprises:

code that causes the data processor to determine ~~for determining~~ a second set of
rules from the first plurality of rules, the second set of rules including rules associated with the
first set of tokens; and

code that causes the data processor to determine ~~for determining~~ the first
information based on the second set of rules, the first information comprising information
specified by the second set of rules.

1 61. (Currently Amended) The computer-readable medium ~~computer program~~
2 ~~product~~ of claim 47 further comprising:

3 code that causes the data processor to receive ~~for storing~~ preferences for the user;

4 code that causes the data processor to filter ~~for filtering~~ the first information to
5 include information which satisfies the user preferences; and

6 wherein the code that causes the data processor to communicate ~~for~~
7 ~~communicating~~ the first information to the first source comprises code that causes the data
8 processor to communicate ~~for communicating~~ the filtered first information to the first source.

1 62. (Currently Amended) The computer-readable medium ~~computer program~~
2 ~~product~~ of claim 47 wherein:

3 the first set of rules includes a first rule provided by a first vendor, the first rule
4 specifying a first condition involving at least one token from the plurality of tokens and
5 identifying information provided by the first vendor to be communicated to the user if the first
6 condition is satisfied; and

7 the code that causes the data processor to determine ~~for determining~~ the first
8 information corresponding to the first set of tokens based upon the first set of rules comprises:

9 code that causes the data processor to determine ~~for determining~~ if the first
10 condition of the first rule is satisfied by tokens in the first set of tokens; and

11 if the first condition is satisfied, code that causes the data processor to
12 include ~~for including~~ the information provided by the first vendor in the first information.

1 63. (Currently Amended) The computer-readable medium ~~computer program~~
2 ~~product~~ of claim 47 wherein the computer program further ~~comprising~~ comprises:

3 code that causes the data processor to modify ~~for modifying~~ the first set of rules
4 by modifying the associations between the plurality of tokens and information associated with
5 the plurality of tokens; and

6 wherein the code that causes the data processor to determine ~~for determining~~ the
7 first information corresponding to the first set of tokens based upon the first set of rules

8 comprises code that causes the data processor to determine ~~for determining~~ the first information
9 based upon the modified first set of rules.

1 64. (Currently Amended) A ~~computer program product stored on a computer-~~
2 readable ~~storage~~ medium storing a computer program for controlling a data processor to provide
3 ~~providing~~ information in response to an information request, the computer program ~~product~~
4 comprising:

5 code that causes the data processor to receive ~~for receiving~~ an information request
6 from a first source, the information request generated in response to an action performed by the
7 user;

8 code that causes the data processor to determine, based upon a first set of rules,
9 ~~for determining a set~~ plurality of one or more tokens corresponding to the information request;

10 code that causes the data processor to determine ~~for determining a plurality of one~~
11 or more vendors corresponding to the plurality set of tokens;

12 code that causes the data processor to determine, based upon a second set of rules,
13 ~~for determining~~ first information provided by the plurality of one or more vendors corresponding
14 to the plurality set of tokens; and

15 code that causes the data processor to communicate ~~for communicating~~ the first
16 information to the first source.

1 65. (Currently Amended) A ~~computer program product stored on a computer-~~
2 readable ~~storage~~ medium storing a computer program for controlling a data processor to provide
3 ~~providing~~ information in response to an information request, the computer program ~~product~~
4 comprising:

5 code that causes the data processor to receive ~~for receiving~~ the information
6 request from a first computer system, the information request generated in response to an action
7 performed by the user;

8 code that causes the data processor to determine, based upon a first set of rules,
9 ~~for determining a plurality of one or more~~ tokens corresponding to the information request;

10 code that causes the data processor to determine ~~for determining~~ a plurality of one
11 or more vendors corresponding to the ~~plurality of~~ one or more tokens;
12 for each vendor from the ~~plurality of~~ one or more vendors:
13 code that causes the data processor to determine ~~for determining~~ a set of
14 tokens from the ~~plurality of~~ one or more tokens associated with the vendor;
15 code that causes the data processor to communicate ~~for communicating~~
16 information related to the set of tokens to the vendor; and
17 in response, code that causes the data processor to receive ~~for receiving~~
18 information from the vendor corresponding to the set of tokens; and
19 code that causes the data processor to communicate ~~for communicating~~
20 information received from the ~~plurality of~~ one or more vendors to the first computer system.